

Order / Rev: 701570
 Alt Order #: 06246970
 Flight Dates: 09/18/12 - 10/08/12

Advertiser: House Majority PAC
 Product Desc: House Majority PAC
 Estimate: 1498

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	WKYC	09/30/12	10/07/12	Sun Prime 1st Half Sunday Prime 1st half	CM	6:57p-9p (7:00 PM-8:00 PM)	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
N23	WKYC	09/25/12	09/27/12	Days of Our Lives Days of Our Lives	CM	1p-2p	-TWT---	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-TWT---		3				\$800.00		0.00			
N24	WKYC	09/25/12	09/27/12	Early Today Early Today	CM	4a-430a	-TWT---	:30	4	\$100.00	P-2	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-TWT---		4				\$100.00		0.00			
N25	WKYC	09/25/12	09/27/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-TWT---	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-TWT---		4				\$800.00		0.00			
N26	WKYC	09/25/12	09/27/12	M-F 430a-5a 430a News	CM	430a-5a	-TWT---	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-TWT---		1				\$300.00		0.00			
N27	WKYC	09/25/12	09/27/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-TWT---	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-TWT---		3				\$850.00		0.00			
N28	WKYC	09/25/12	09/27/12	M-F 5-6p Dr. Phil	CM	5p-6p	-TWT---	:30	4	\$1,400.00	P-1	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-TWT---		4				\$1,400.00		0.00			
N29	WKYC	09/25/12	09/27/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-TWT---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-TWT---		1				\$2,500.00		0.00			
N30	WKYC	09/25/12	09/27/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-TWT---	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-TWT---		5				\$800.00		0.00			
Totals													42	\$43,400.00	